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Total No. of Questions: 10

Total No. of Pages: 02

MBA / MBA(IB)(Sem.2)
MARKETING MANAGEMENT
Subject Code: MBA-204
Paper ID: C0249

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

1. Attempt any FOUR questions from SECTION A. Each question carries FIVE marks.
2. There are FOUR sub sections. Attempt one question from every sub section. Each question carries EIGHT marks.
3. Section C is COMPULSORY carries EIGHT marks. Analyze the facts given in the following case and answer the given questions.

SECTION A

1.
 - a) How is marketing different from selling.
 - b) Why is there a need to understand the behavior of consumer for marketers?
 - c) What do you understand by Customer Relationship Management?
 - d) What is the meaning of consumer adoption process?
 - e) Define retailing.
 - f) Explain global marketing.

SECTION B

SUB SECTION I

2. Explain the marketing mix in detail.
3. What are the various factors that affect the buying behavior of the consumer?

SUB SECTION II

4. Explain the concept of services marketing in detail .What is the difference between marketing for goods and services?
5. What are the various factors that affect the pricing decisions?

SUB SECTION III

6. Explain the process of personal selling in detail.
7. Elaborate the various channels of supply chain?

SUB SECTION IV

8. Explain any three emerging trends in marketing?
9. Establish the need of Rural Marketing. Also discuss the challenges in detail.

SECTION C

10. Case Study

Sachin and Virag are two enterprising youth. They have passed out from IIM, Bangalore, they thought instead of doing a job, they will launch fresh vegetables in Indian markets. Having learnt of the future conventional foods, they decided to venture into cultivation of mushrooms. Mushrooms are known to be the best alternative food for vegetarians. For Sachin and Virag fund raising was a serious handicap for mass production. However, the first trial batch of mushrooms that they produced was bought by Star Hotel in Bangalore. Further, the hotel placed orders for supply of 20 kgs every day. Now mushroom industry is run by small entrepreneurs, like Sachin and Virag. Another big player M/s Ashtavinayak Mushrooms, equipped with cold storage facility was more interested in the export market. Sachin and Virag have set their sights high. They aim to sell mushrooms in a very big way all over India. Mushrooms have a great market potential and is a perishable food.

Questions:

How will you advise Sachin and Virag, as how to increase the consumer awareness?

- (i) About this new food?
- (ii) What would be your suggestions for distribution channel for mushrooms?